

Creating and Sharing a Blog

What is a blog and why would I need one?

A blog (also called a weblog or web log) is a website consisting of entries (also called posts) appearing in reverse chronological order with the most recent entry appearing first (similar in format to a daily journal). Blogs typically include features such as comments and links to increase user interactivity. Blogs are created using specific publishing software.

For more see:

<http://john.do/blog-blogger-blogging/>

Watch this video

<https://www.youtube.com/watch?v=NjwUHXoi8IM&noredirect=1>

Ten Top reasons people blog.

1. To Express Your Thoughts and Opinions

You have something to say, and blogs provide a place to say it and be heard.

2. To Market or Promote Something

Blogging is a great way to help market or promote yourself or your business, product or service.

3. To Help People

Many blogs are written to help people who may be going through similar situations that the blogger has experienced. Many parenting and health-related blogs are written for this purpose.

4. To Establish Yourself as an Expert

Blogs are wonderful tools to help bloggers establish themselves as experts in a field or topic. For example, if you're trying to get a job in a specific field or hoping to publish a book on a specific topic, blogging can help legitimize your expertise and expand your online presence and platform.

5. To Connect with People Like You

Blogging brings like-minded people together. Starting a blog can help you find those people and share your opinions and thoughts.

6. To Make a Difference

Many blogs are issue-based meaning the blogger is trying to provide information to sway people's thinking in a certain direction. Many political blogs and social issues blogs are written by bloggers who are trying to make a difference in their own ways.

7. To Stay Active or Knowledgeable in a Field or Topic

Since successful blogging is partially dependent on posting frequency and

providing updated, fresh information, it's a perfect way to help a blogger stay abreast of the events in a specific field or topic.

8. To Stay Connected with Friends and Family

The world has shrunk since the Internet has become more accessible. Blogs provide a simple way for family and friends to stay connected from different parts of the world by sharing stories, photos, videos and more.

9. To Make Money

It's important to point out that most bloggers don't make a lot of money blogging, but the potential does exist to generate revenue from your blog with hard work and commitment. There are many bloggers who bring in big bucks. With patience and practice, you can make money through advertising and other income-generating activities on your blog.

10. To Have Fun and Be Creative

Many people start a blog simply for fun. Perhaps a blogger is a fan of a particular actor or loves knitting and wants to share that passion through a blog. One of the most important keys to successful blogging is having a passion about your blog's topic, so you can write prolifically about it. Some of the best and most interesting blogs started out as blogs that were written just for fun and to give the blogger a creative outlet.

Getting Started with Blogger

Create your Google Account

One account is all you need
A single username and password gets you into everything Google.

Make Google yours
Set up your profile and preferences just the way you like.

Take it all with you
Switch between devices, and pick up whenever you left off.

Name
First: Last:

Choose your username
@gmail.com
[I prefer to use my current email address](#)

Create a password

Confirm your password

Birthday
Month: Day: Year:

Gender
I am...

Mobile phone

Your current email address

Prove you're not a robot
☐ Skip this verification (phone verification may be required)

Type the text:

Location
Australia

☐ I agree to the [Google Terms of Service](#) and [Privacy Policy](#)

[Next step](#)

Step 1: Create a Google Account

Go to the **Google** site.
Click sign in.
Select Create new account.

Fill in your details. Record your username and password.

Step 2: In Safari or your preferred browser go to **Blogger**.

Step 3: Sign in with your Google username and password.







Step 4: Click create blog or new blog.

Blogs List > [Create a new blog](#)

Title

Address
.blogspot.com
You can add a custom domain later.

Template

| | | |
|--|---|--|
|  Simple |  Dynamic Views |  Picture Window |
|  Awesome Inc. |  Watermark |  Ethereal |

You can browse many more templates and customise your blog later.

[Create blog!](#) [Cancel](#)

Step 5: Name your blog. Make sure it has something to do with its purpose. Create a web address by adding the name before blogspot.com. Record the web address.

If the blog address is already taken you can add a number e.g. the year 'myblog14@blogspot.com'.

Select a template.

Click create blog.

You are able to create multiple blogs with the same account.

Changing the Template for your blog

Select **View Blog**.

In the top right corner select **Design**.

Scroll to view a range of templates. A preview will appear. Click **Apply to Blog**. If you would like to personalise it click **Customise**.

Create your first post

Select **New Post** from top right corner. Give the post a title. Compose your post in the box below. You can save your post for further editing later or publish to make it available for others to see.

Using the Blogger App



Download the Blogger App from the App Store.

Sign in using your Google username and password.

You can now add or edit posts to your blog by clicking on a previous post listed on the left and then the pencil tool or by clicking new post.

To view your blog click view blog at the top of the post window.

By viewing the blog you can personalise the design of your blog, add tools and view statistics about your blog.